

## CLAIMS

What is claimed is:

1. A method for communicating between a client and a backend server, comprising:  
requesting a web page including at least one nondisplay space object and a display space object  
configured to establish and maintain a persistent communication channel with the backend  
server;  
the display space object connecting with the backend server to form the persistent communication  
channel;  
rendering the web page including a display space and at least one nondisplay space according to the  
display space object and the at least one nondisplay space object; and  
interacting via the persistent communication channel between the display space object and the  
backend server when initiated by the display space object.
2. The method of claim 1, wherein interacting via at least one of the persistent  
communication channel and according to one of HTTP and HTTPS requests between the display  
space object and the backend server.
3. The method of claim 1, wherein interacting via the persistent communication  
channel further comprises interacting between the display space object and socket server software  
on the backend server.
4. The method of claim 1, further comprising retrieving at least one cookie of interest  
from the client and transmitting at least a portion of the data in the at least one cookie of interest to  
the backend server via the communication channel.
5. The method of claim 4, further comprising producing a unique identifier of the  
display space object for storage in at least one cookie of interest.

6. The method of claim 4, further comprising the display space object dynamically altering data within the display space in response to at least one of the at least one cookie of interest and the backend server.

7. The method of claim 1, wherein the connecting with the backend server comprises connecting with the backend server to form the persistent communication channel when initiated by the display space object in response to interaction within the display space.

8. The method of claim 1, wherein interacting further comprises transmitting data collected from the display space object to the backend server via one of the persistent communication channel and the one of HTTP and HTTPS requests.

9. The method of claim 1, wherein interacting further comprises one of periodically transmitting data to and from the display space object to the backend server and the display space object and potentially initiating a connection between the display space object and the backend server.

10. The method of claim 1, further including configuring the persistent communication channel as a secure channel.

11. The method of claim 1, further comprising controlling the display space by the backend representative via the persistent communication channel.

12. The method of claim 1, further comprising accumulating a log of activity between the display space object and the backend server.

13. The method of claim 1, wherein when the interaction is initiated by the display space object in response to the backend server, enabling initiation of communication from the backend server via the persistent communication channel.

14. A system for communicating, comprising:  
a client configured to request a web page including at least one nondisplay space object and a display space object, the display space object configured to establish and maintain a persistent communication channel during a session, the client further configured to render the web page including a display space and at least one nondisplay space according to the display space object and the at least one nondisplay space object, respectively;  
a backend server coupled to the display space object via the persistent communication channel and configured to notify a backend representative when the persistent communication channel is established with the display space object; and  
representative software interactively coupled with the backend server and responsive to notification when the persistent communication channel is established, the representative software further configured to send data to the client via the persistent communication channel for rendering on the display space.

15. The system of claim 14, wherein the client further comprises at least one cookie of interest, and the display space object configured to transmit data from the at least one cookie of interest to the backend server via one of the communication channel and HTTP and HTTPS requests between the display space object and the backend server.

16. The system of claim 14, wherein the backend server further comprises business logic configured to notify the representative software of establishment of the communication channel.

17. The system of claim 16, wherein the business logic further includes logic to determine if a the backend representative is available for sending the data to the display space.

18. The system of claim 14, wherein the backend server further comprises a log comprising a history of interaction between the client and the representative software.

19. A method for a representative to approach a user over a network, comprising:  
a client requesting a web page including at least one nondisplay space object and a display space object configured to initiate and maintain a communication channel with the backend server;  
the display space object establishing and maintaining a communication channel between the client and a backend server accessible to the representative through the representative software;  
rendering the web page including a display space and at least one nondisplay space according to the display space object and the at least one nondisplay space object; and  
interacting via the communication channel between the display space object and the backend server when initiated by one of the display space object responsive to the user and the backend server responsive to the representative.

20. The method of claim 19, wherein the interacting comprises sending data initiated by the backend server in response to the representative to the display space object via the communication channel for rendering by the client in the display space.

21. The method of claim 19 wherein the interacting further includes selecting interaction between one of a plurality of representatives.

22. The method of claim 19, wherein interacting comprises the backend server notifying the representative of establishment of the communication channel and the backend server facilitating data transmission from the representative to the display space at the client.

23. The method of claim 19, further comprising retrieving at least one cookie of interest from the client and transmitting at least a portion of the data in the at least one cookie of interest to the backend server via one of the communication channel and .to the backend server and forwarding the at least one cookie of interest to the backend server via the communication channel.

24. The method of claim 19, further including configuring the display space is configured as an advertisement on the web page.